



Township of Scugog Staff Report

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Report Number: DEV-2020-007

Prepared by: Robin Prentice, MCIP, RPP
Manager of Planning

Department: Development Services

Report To: General Purpose and Administration Committee

Date: February 3, 2020

Reference: Strategic Direction #3 – Economic Development
Strategic Direction #5 – Natural Environment
Strategic Direction #6 – Community Engagement

Report Title: Port Perry Waterfront Action Plan Update

Recommendation:

1. That Report DEV-2020-007, Port Perry Waterfront Action Plan Update, be received.
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1. Background:

In May 2019, Council authorized the release for a Request for Proposals to retain specialized expertise to prepare a Port Perry Waterfront Action Plan. The study lands are identified as the lands from the public boat launch to the north, along the park area and stretches to the lands on the north side of Highway 7A between Water Street and the Causeway.

The Planning Partnership was retained to complete the Waterfront Action Plan, which will make recommendations for short, medium and long-term actions for recreation, natural and cultural heritage features, economic development and tourism on the waterfront; to ensure that Port Perry continues to be a vibrant and thriving community for residents and visitors.

The purpose of this report is to provide an update of the project and a summary of what we've heard to date, as well as identify next steps in the process.

2. Discussion:

The Waterfront Action Plan project is based on a three-phase work program:

- Phase 1 – Existing Conditions;
- Phase 2 – Options; and
- Phase 3 – Preferred Waterfront Action Plan and Implementation.

As part of Phase 1, the project team analyzed the waterfront's existing conditions, identified opportunities and challenges for change and conducted the following consultation:

- Technical Advisory Committee and Waterfront Liaison Committee meetings;
- 24 one-on-one meetings with members of the public and agencies on November 4, 2019;
- Setting up a project page on the Township's website;
- Reviewing 160 post cards that were submitted in response to the "my waterfront is...." Campaign;
- Workshop #1 was held on November 19, 2019 and approximately 175 people attended;
- Over 200 responses to the Waterfront pictorial survey.

Phase 1 is now complete. A report outlining a summary of "What We've Heard" to date can be found as Attachment #1.

2.1 Analysis of Feedback Received

Workshop #1 was used to obtain input on what's important to residents and what the opportunities and challenges for change are with respect to 5 lenses through which the Waterfront Action Plan is being explored. A wide array of comments were shared with respect to each one of the topics. The following is a summary of the comments received, as outlined in more detail in Attachment #1:

- *Natural heritage and Hazards:* opportunity to naturalize the landscape on the waterfront, to plant more trees and continue efforts to have clean water in the lake;

- *Arts and Cultural Heritage:* opportunity to incorporate Indigenous history and meaning into the waterfront, to keep the seniors centre on the waterfront, to re-use the Old Mill with varying ideas for potential uses (ie. seniors centre, tourism, market place, cultural venue that can be used for music or live theatre); to incorporate public art, and establish a public square;
- *Recreation:* opportunity to incorporate a wide range of year-round recreation, to explore outdoor skating opportunities, add public washrooms, clean up the water for swimming, wide ranging opinions on the future of the ball diamonds and tennis courts from retaining these facilities in-situ (and use them for ice skating during the winter months) to relocating some or all of these facilities elsewhere and using these lands for other recreational/entertainment/open space uses;
- *Circulation:* opportunity to improve trails, add cycling connections, wide ranging opinions on the most appropriate amount and location of parking;
- *Economic Development:* widely varying opinions with respect to the appropriateness of new businesses on the waterfront; consideration of relocating the marina building and boat slips to the north end of Birdseye Park; and lots of support for keeping the waterfront open to all.

2.2 Next Steps

Workshop #2 will be held on February 13 in the Council Chambers. Three sessions are planned for residents to choose the time that best meets their own schedules. The purpose of the interactive design workshop is to invite the public to work alongside a member of the design team to explore options for the waterfront. Three options will be developed in each of the sessions. The options will explore variations in, for example, trails, park space, recreation facilities, expansion of the marina, landscape character, park amenities, parking and new uses.

Based on the feedback received at the design workshops, the project team will consolidate the 9 options from the workshop sessions and prepare 3 options that will be presented to Council and released for further public review and feedback, including an online survey and pop-up consultation opportunities. All of the feedback received on the options will help to inform the creation of a preferred Waterfront Action Plan and associated implementation strategy that will be subject to additional public consultation.

3. Financial Implications:

As per the approved capital budget for this project, the cost for the Waterfront Action Plan shall not exceed an upset limit of \$84,000 including all disbursements.

4. Communication Considerations:

A comprehensive public consultation program has been established as part of the Waterfront Action Plan process. A summary of the consultation to date is outlined in Section 2 of this report. In addition, a promotional campaign has been created centred on the tagline #MyWaterfront and an engaging project graphic to be used in all communications.



Supporting communications have been issued, such as press releases, web news distribution, announcements on 105.5 Town Talk and Durham Radio News. Additional participation in the project being promoted through a variety of social media platforms, including an online pictorial survey.

Notice for Workshop #2 has been provided and advertised through the newspaper, website, social media, the digital board in front of the arena, the TV inside the library, and via email to interested parties and organizations such as the Chamber, the BIA and Recreation User Groups. Road signs in key locations and social media will be used to promote and invite registration for Workshop #2 which is a hands-on and interactive session to participate with planners to design the waterfront. Video clips from Port Perry students explaining their ideas for the waterfront have and will continue to be issued via social media over the course of Phase 2 of this project.

Next Steps

In addition to the workshop sessions, Township staff will be expanding on the “My waterfront is....” postcards used in Phase 1, by creating a digitized version of the postcard questionnaire that can be filled out on the Township’s website to gather input and comments from residents that have been unable to attend the workshops. Outreach to the local elementary and high school is also planned for participation.

As part of the consultation strategy moving forward, Township staff are exploring opportunities to further engage the public in a variety of ways, including setting up a pop-up consultation kiosk on Family Day at the Scugog Recreation Centre, during peak program hours at the Scugog Memorial Public Library as well as other places around the community (e.g. park, grocery store).

5. Conclusion:

This report provides an update on the work completed to date as part of the Waterfront Action Plan and outlines the next steps. Further reporting will be required throughout this process to provide information and recommendations as to results and next steps.

Respectfully Submitted by:

Reviewed By:

Robin Prentice, MCIP, RPP
Manager of Planning

Kevin Heritage, MCIP, RPP
Director of Development Services

Attachments:

Attachment 1: What We've Heard Report #1 (dated December 3, 2019)